TABLE IV

ADVERTISED TAR DELIVERY VERSUS TITL TAR DELIVERY FOR MARKET SAMPLE #32

Brand	Tar, mg/cigt.	
	Advertised	TITL
Brands having higher tar deliveries for Market Sample #32 than currently advertised:		
Alpine KFMSP	15	17.0
(Philip Morris) RNFSP	21	23.5
Brands having lower tar deliveries for Market Sample #32 than currently advertised:		
B & H 100FHP	17	16.4
B & H 100FMSP	17	15.8
Cambridge Ultra Low Tar 100FSP	5	4.0
Marlboro 100FSP	17	16.4
Marlboro Red 100FSP	17	16.4
Merit Ultra Lights 100FMSP	6	5.2
Va. Slims Lights 120FHP	15	14.3
Va. Slims Lights 120FMHP	15	13.7
Va. Slims Ultra Lights 100FHP	6	4.9
Va. Slims Ultra Lights 100FMHP	6	4.8

PM3000761896

Source: https://www.industrydocuments.ucsf.edu/docs/knbl0001